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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

<b>Application Number</b>	09/849448	<b>Docket Number</b>	DT.0104
<b>Filed</b>	05/04/01	<b>Group Art Unit</b>	3623
<b>Examiner</b>	SUSANNA M. DIAZ	<b>Customer No.</b>	23669
<b>Application Title</b>	INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION		
<b>First Named Inventor</b>	PHIL DELURGIO		

RESPONSE B – AMENDMENT

VIA FACSIMILE: 571-273-8300

Mail Stop RCE  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Official Action of 11/16/2005, with a shortened statutory period of response set to expire 02/16/2005, please amend the above identified application as set forth below. A Request for Continued Examination Transmittal is attached hereto along with corresponding fee. In addition, Applicant provides herewith a terminal disclaimer to obviate a provisional double patenting rejection over a pending “reference” application and a double patenting rejection over a prior patent. Please substitute the attached terminal disclaimer for the terminal disclaimer submitted on 09/28/2005. No fee for the attached terminal disclaimer is provided herewith since a statutory disclaimer fee was paid by credit card for the terminal disclaimer submitted on 09/28/2005.

**Amendments to the Specifications** begin on page 2 of this paper.

**Amendments to the Abstract** begin on page 5 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 6 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.

Application No. 09/849448(Docket: DT.0104)  
37 CFR 1.111 Amendment dated 02/15/2006  
Reply to Office Action of 11/16/2005

**Conclusions begin on page 15 of this paper.**